

CLUSTERS OF OPPORTUNITY & THE GREEN ECONOMY

February 15, 2011

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Collaborative Economics

DIMENSIONS OF THE GREEN ECONOMY



REGIONAL GROWTH, DIVERSITY & SPECIALIZATION

TOTAL CORE GREEN ECONOMY

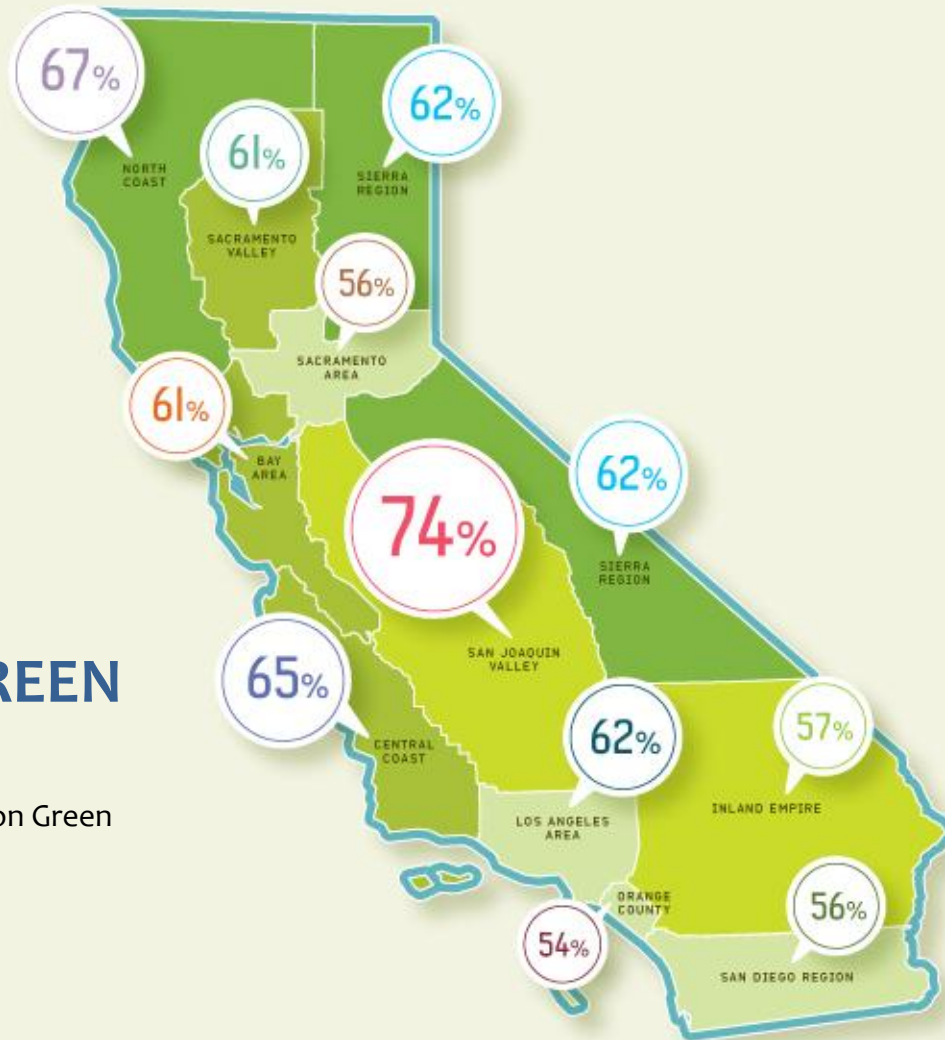
Employment Concentration
by Region
Relative to State, January 2009



GREENING OF THE CALIFORNIA WORKFORCE

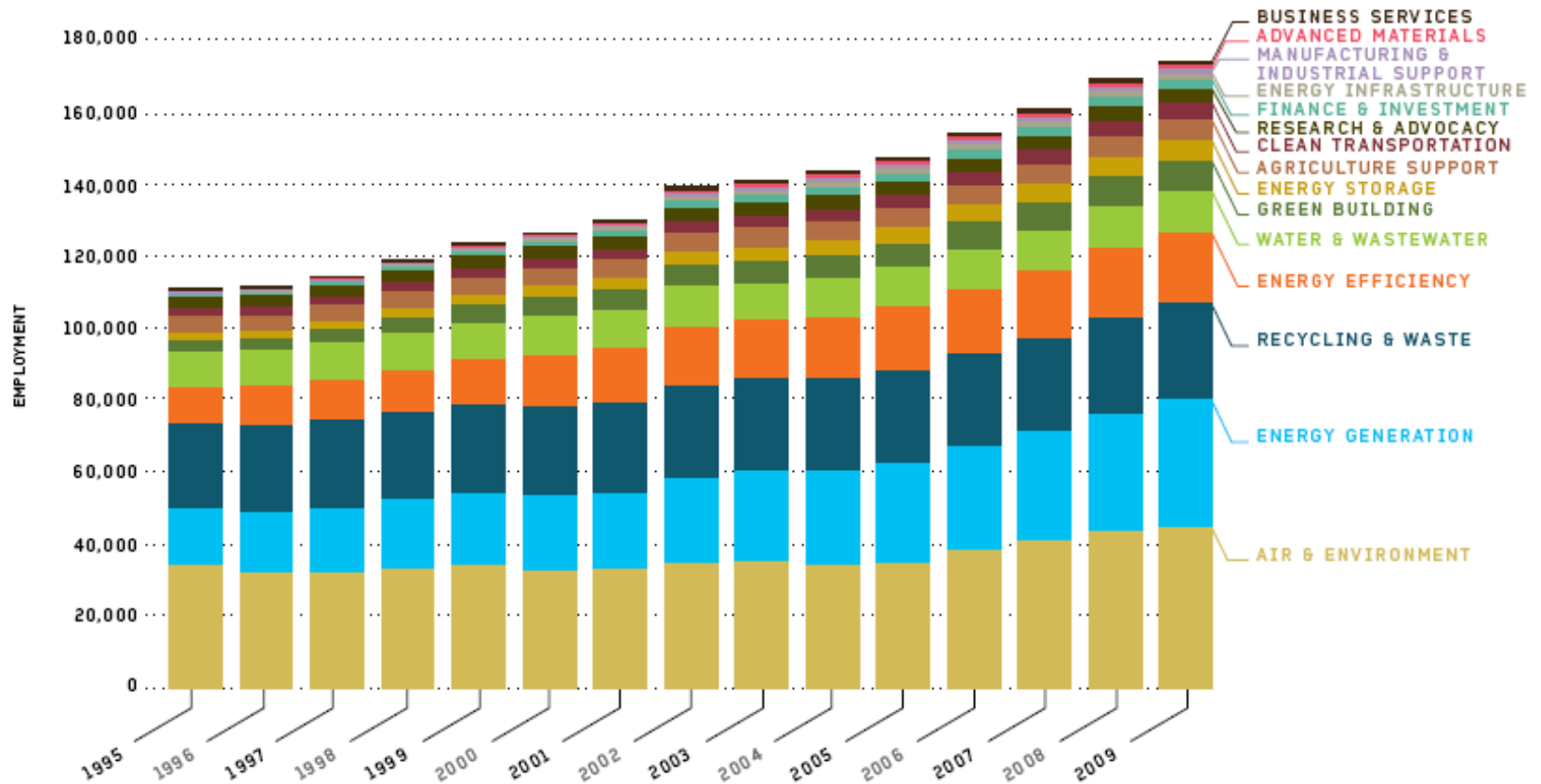
ADAPTIVE GREEN ECONOMY

EDD Survey of Employers on Green Occupations
May 2009 – January 2010

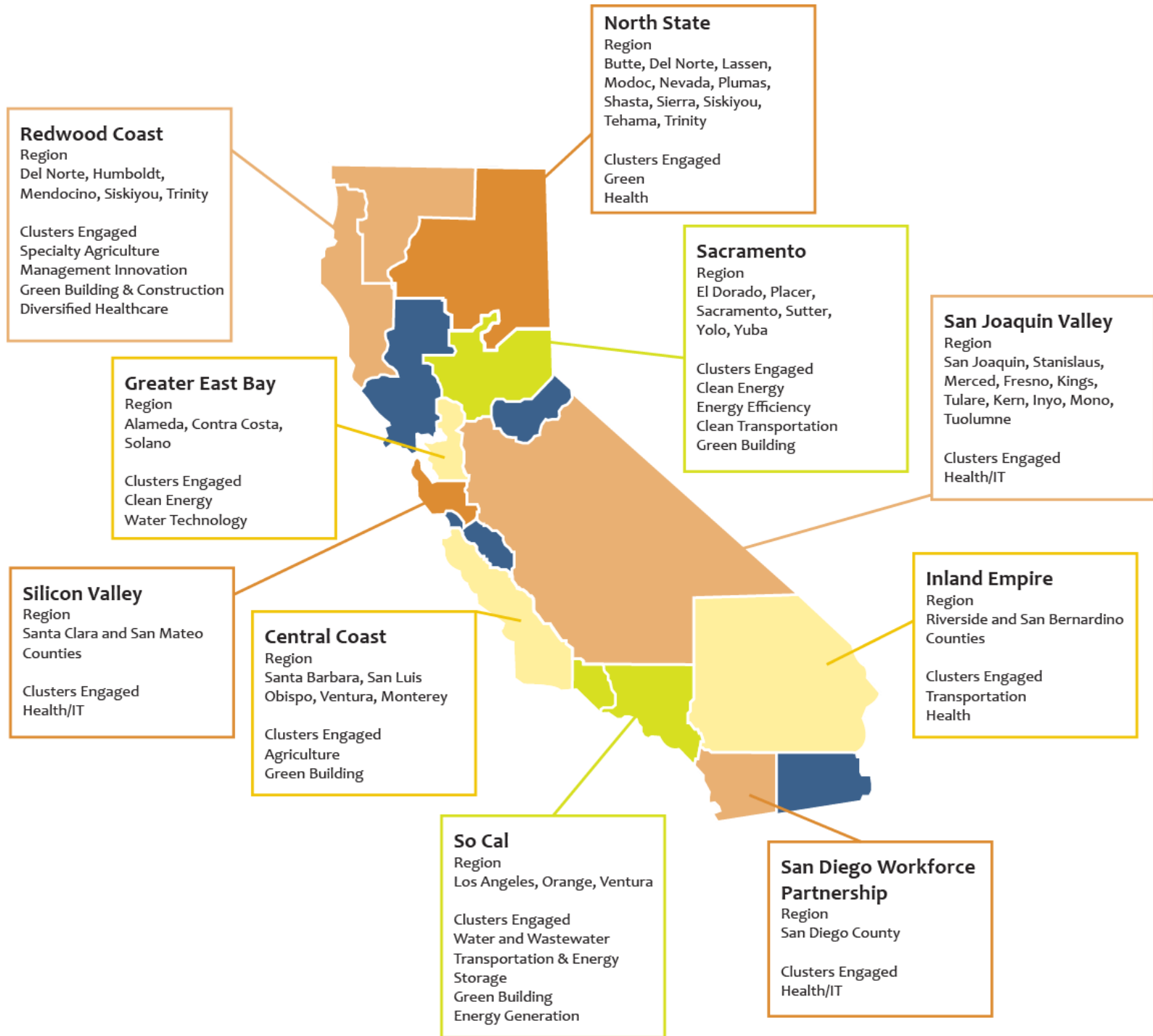


GROWTH DESPITE GENERAL RECESSION

EMPLOYMENT BY GREEN SEGMENT CALIFORNIA



NEXT 10 MANY SHADES OF GREEN. Data as of January. Data Source: Green Establishment Database. Analysis: Collaborative Economics



CLUSTERS OF OPPORTUNITY



LESSONS FROM THE FIELD: WORKFORCE DEVELOPMENT ALONE IS NOT ENOUGH

	MARKET DEMAND	JOB CREATION	WORKFORCE DEVELOPMENT
STATE POLICY	Procurement	Value-adding Investments	Talent Preparation & Transition System
	Standards	Cost-reducing Changes	Focused Investment In High Demand, High Potential Areas
LOCAL EXECUTION	Projects	New Business Creation	Education & Training
	Permitting	Existing Business Expansion	Continuum of Support



CLUSTERS OF OPPORTUNITY STRATEGIES

